

IN THE CLAIMS:

1. (Currently Amended) A pattern display apparatus comprising:

a rotary ~~or stationary~~ display member; and

a flexible organic EL electroluminescent (EL) device ~~provided located~~ on an outer surface of the rotary ~~or stationary~~ display member, the flexible organic EL device ~~being capable of~~ for displaying at least one of a first character, a first figure, a first mark and/or and a first pattern formed by combining some comprising at least one of a said character, a second figure and a second mark.

2. (Currently Amended) A ~~The~~ pattern display apparatus according to claim 1, wherein said at least one of a first figure, a first mark and a first pattern comprises a second pattern, and

the rotary display member ~~rotates~~ rotatable to display said second pattern as a variable patterning and stops to display pattern, which when stopped displays said second pattern as a still patterning for a game machine pattern.

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3. (Cancelled)

4. (Currently Amended) A The pattern display apparatus according to claim 1, wherein

the flexible organic EL device ~~has~~ comprises a laminated structure ~~formed by laminating at least~~ comprising layers ordered in the sequence of a flexible base layer, a first electrode layer, an EL layer, a second electrode layer and a flexible sealing layer ~~in that order~~.

5. (Currently Amended) A The pattern display apparatus according to claim 4, wherein the laminated structure comprises:

an insulating layer of a predetermined pattern ~~is provided~~ for insulating located between the first electrode layer and the second electrode layer ~~from each other in the laminated structure~~.

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6. (New) A pattern display apparatus comprising:

a stationary display member; and

a flexible organic electroluminescent (EL) device located on an outer surface of the stationary display member, the flexible organic EL device for displaying at least one of a first character, a first figure, a first mark and a first pattern comprising at least one of a said character, a second figure and a second mark.

7. (New) A pattern display apparatus according to claim 6, wherein

the stationary display device is for point of purchase advertisement.

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8. (New) A pattern display apparatus according to claim 6, wherein

the flexible organic EL device comprises a laminated structure comprising layers ordered in the sequence of a flexible base layer, a first electrode layer, an EL layer, a second electrode layer and a flexible sealing layer.

9. (New) A pattern display apparatus according to claim 8, wherein the laminated structure comprises:

an insulating layer of a predetermined pattern located between the first electrode layer and the second electrode layer.